The Effect of Celebrity Endorsement and Parasocial Interaction on Somethinc Products Purchase Decisions

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ABSTRACT: The current technological changes are influencing social and economic sectors, leading to changed businesses from conventional to engaging more extensively on digital platforms. Social media is a digital platform that has emerged as a global phenomenon. Marketing through social media provides numerous brand benefits, making it the top tool for online marketing especially in Indonesia. In the realm of commerce, there exists a compelling necessity for enterprises to engage in innovation as a means to captivate their inbuilded consumer base. One such innovation strategy is the utilization of celebrity endorsements.Through social media, celebrities possess the capability to foster intimate Relationships with their followers through direct interactions. This study aims to analyze the effect of celebrity endorsement through the dimensions of celebrity endorsers and parasocial interactions on purchasing decisions of TikTok users for Somethinc products in Indonesia. Data collection was carried out using an online survey method, utilizing a purposive sampling technique, collecting 280 responses from respondents. Data analysis was executed utilizing AMOS 24 in conjunction with the Structural Equation Modeling (SEM) methodology. The results showed from seven hypotheses proposed, five hypotheses were accepted, and two hypotheses were rejected. Attractiveness and Expertise of celebrities endorser have a positive and significant impact on parasocial interactions and consumer purchasing decisions. However, Trustworthiness does not exert any discernible influence on either parasocial interactions or purchasing decisions. Furthermore, this research also established that parasocial interactions occurring among consumers and celebrities have a positive and significant influence on decision-making process regarding purchases.

KEYWORDS: Celebrity Endorsements, Parasocial Interactions, Social Media, Purchasing Decisions

I. INTRODUCTION

The globalization era has driven advancements in information and communication technology to become increasingly modern. Rapid changes in technology also have an impact on the social and economic sectors, leading businesses to shift from conventional methods to engaging more extensively on digital platforms. In 2022, as reported by the Indonesian Internet Service Providers Association (APJII), the percentage of internet users in Indonesia reached 77.02%, or approximately over 200 million users, dominated by individuals aged 13 to 18, accounting for 99.16%, and individuals aged 19 to 34, accounting for 98.64%. With the substantial number of internet users in Indonesia, marketing activities through digital platforms offer various benefits to a brand.

Social media is a digital platform that enables utilizers to engage in communication, whether through text, photos, or videos. Social media utilizers in Indonesia reach 167 million people, with 153 million being utilizers above the age of 18, accounting for 79.5% of the total population (Kemp, 2023). Social media can function as an e-commerce replete by utilizer-friendly features and capabilities, enabling businesses with technological expertise and limited resources to quickly establish their ventures (Zhu et al., 2020). Companies necessity to consistently optimize their utilization of Social Media as a marketing channel. Social media is a medium by marketers from various industries to influence purchasing behavior (Gupta, 2021). the currently popular social media platform extensively used by the majority Indonesian population is TikTok. TikTok is a social media and e-commerce platform launched in 2017. Despite being a relatively new application introduced in 2017, TikTok utilizers in Indonesia already account for as much as 70.8% of the social media utilizer population, and it has rapidly increased by 58% compared to 2022 (Kemp, 2023). Popularity of TikTok has not escaped the effect of the COVID-19 pandemic (Annur, 2023), during which people engaged more in indoor activities, leading them to seek entertainment by accessing social media. The dominance of female users, accounting for 66.1% (Wearesocial.com, 2023), makes TikTok a proportionate platform for the skincare and cosmetics industry. This has

The Effect of Celebrity Endorsement and Parasocial Interaction on Somethinc Products Purchase Decisions

prompted many skincare and makeup brands, both from Indonesia and abroad, to utilize TikTok as their social media, including Somethinc.

Somethinc is a skincare and cosmetic brand based in Indonesia, established in 2019. Somethinc utilizes TikTok as a tool to promote its products. Somethinc utilizes celebrity endorsements to attract TikTok users to view promotional content. Promotion is defined as a method of communication with the intent of conveying messages in order to exert influence on the behavior of both current customers and prospective consumers (Lake, 2016). Numerous brands utilized celebrities to enhance product awareness in a less intrusive and more credible (Aw & Labrecque, 2020). This assists businesses in enhancing their credibility and increasing product demand. Famous and popular celebrities can play a role in generating awareness and interest for products and brands (Cheah et al., 2019), and can serve as opinion leaders, with their posts influencing potential customers (Sokolova & Kefi, 2020). Somethinc collaborates with highly recognized endorsers such as influencers and celebrities, including NCT Dream. NCT Dream is a sub-group of the South Korean boy group NCT. NCT Dream has gained high global popularity and is one of the boybands that has the largest fanbase in Indonesia. Since K-pop celebrities are highly regarded in Indonesian society, Somethinc selected NCT Dream as their endorser. Therefore, this became a driving force for Somethinc to collaborate with them. K-pop celebrities have been recognized as the most effective and influential endorsers due to their extensive fan base, strong emotional connections with fans, and global popularity (Forbes, 2021). Their support for a product can capture attention and influence consumer purchasing decisions, especially among the younger generation. The collaboration between Somethinc and NCT Dream was announced on their official social media channels in January 2022. In this collaboration, Somethinc Launched the limited special package Somethinc x NCT Dream, where consumers would receive selected Somethinc products endorsed by NCT Dream along with collectible photo cards. NCT Dream's promotional content with Somethinc was featured on various Somethinc social media platforms, including TikTok.

The allure of NCT Dream and the merits of Somethinc's products can attract public to make purchases, especially among NCT Dream fans. The collaboration between Somethinc and NCT Dream has received an exceptional reception from their fans. The fandom or fans of NCT Dream are commonly known as Dreamies. The enthusiasm of the fans can be seen from the hashtag #SomethincxNCTDream trending on various social media platforms. There is no doubt about NCT Dream's expertise as an endorsers. Since collaborating with NCT Dream, Somethinc's promotional content on TikTok has seen significant growth. Somethinc has managed to secure the third position in the category of local skincare brands with the largest viewership on TikTok, with a total of 2.5 billion views in 2023. By creating engaging content on TikTok and partnering with NCT Dream, Somethinc has successfully attracted many potential consumers from TikTok utilizers to watch their promotional videos. NCT Dream's content on Somethinc's TikTok has garnered an immense viewership, with one video reaching as many as 6.1 million views and 64.7 thousand likes (TikTok.com, 2023). The level of enthusiasm in the community for the collaboration between Somethinc and NCT Dream is closely tied to the strong bond that fans have with NCT Dream. Media utilizers or fans typically know a celebrity, but celebrities often have limited knowledge about social media users. This one-sided virtual relationship is known as parasocial interaction. According to Aw & Labrecque (2020), parasocial interaction represents a unilateral relationship established by individuals with celebrities, even though it remains one-sided, this relationship can feel real and intense. Parasocial relationships are perceived by media users or fans as if the celebrity is a friend, which can lead to the formation of a strong emotional bond. Social media makes it easier for celebrities to communicate with consumers. This allows consumers to form a deep psychological connection with celebrities. Those who engage in parasocial interactions tend to be interested in watching or listening to a celebrity's work, and fans will seek out information related to the celebrity's life. Fans can learn about their idol's information, from their lifestyle to the values they apply in their life, as well as the personality of the celebrity (Stever, 2013).

A fan who has a strong attachment to their favorite idol will tend to spend whatever amount necessary to support their idol. This is considered a form of their support and also their attachment to their idol, including purchasing specific brand collaborations with their idol (Felise, 2021). NCT Dream fans have responded positively to this collaboration. Many of them have actively purchased these collaborative products to show their support and trust in the products endorsed by NCT Dream. This is evident from the high level of interest they have shown in the Somethinc x NCT Dream special package. Since the opening of the special package pre-order on January 3, 2022, for Somethinc x NCT DREAM products, they quickly sold out, prompting Somethinc to reopen pre-orders for up to three batches. The collaboration between Somethinc and NCT Dream also had an impact on increasing Somethinc's sales. Based on Somethinc's sales data for the third quarter (July - September) of 2021, the total sales amounted to 34.2 billion rupiah. When compared to sales in the second quarter (April - June) of 2022, Somethinc achieved sales of 53.2 billion rupiah.

Based on the previous explanations, Somethinc utilizes TikTok, where TikTok has become one of the popular social media platforms in Indonesian society, serving both as a social media platform and an e-commerce platform. This research will focus on TikTok's function as a social media platform utilized by Somethinc as a tool for marketing. The use of NCT Dream in the celebrity

endorsement strategy can attract the audience to Somethinc's brand promotion content on TikTok. According to Shimp (2014), celebrity endorsement involves the utilization of athletes, entertainers, artists, or public figures widely recognized for their success in their respective fields to influence the area being advertised. These celebrities are not only esteemed for their appearance but also for their ability to influence the audience.

The research by Zhu et al. (2020), which delved into celebrity endorsers, demonstrates that attractiveness, expertise, and trustworthiness of endorsers are positively related to consumer attitudes, ultimately leading to purchase intention. The research by Mansour & Diab (2016), focusing on endorser credibility, found that likability and celebrity attractiveness have the most significant impact on purchasing behavior. NCT Dream's appeal has the capability to increase the number of views for Somethinc on TikTok. This is due to NCT Dream having a large fan base in Indonesia, where a substantial number of fans can provide support for the Somethinc x NCT Dream collaboration. However, as pointed to the research by Ahmad et al. (2019), which focutilized on celebrity endorsement, it is stated that similarity and respect have a positive influence on purchase decisions, whereas expertise, attractiveness, and trustworthiness do not have an influence. Not only did NCT Dream increase views, but they also attracted consumers to purchase Somethinc's products. NCT Dream fans who have a strong relationship with their idols are enthusiastic about buying products from the collaboration between Somethinc and NCT Dream. This led to the collaboration products selling out quickly.

According to the research conducted by Aw & Labrecque (2020) which investigated traditional celebrity endorsement and parasocial interactions, the research unveiled that parasocial interactions fully mediate the relationship between social media interactions and celebrity attachment that directly influences purchase intention. In study by Sokolova & Kefi (2020), examining parasocial interactions established by audience and celebrity credibility, yielded that both celebrity credibility and parasocial interactions positively impact purchase intention. Research by Wahab & Tao (2019) resulted in the outcome that internet celebrities influence purchasing decisions and materialism through the mediating role of relationships and parasocial identification. Based on the explanations and outcomes from previous research, it is evident that studies by Zhu et al. (2020), Ahmad et al. (2019), Mansour & Diab (2016), Aw & Labrecque, (2020), Sokolova & Kefi, (2020), and Wahab & Tao (2019), exploring the utilization of Celebrity Endorsement and Parasocial Interaction, yield different results. This discrepancy highlights a gap in research outcomes, implying that the theoretical concepts of Celebrity Endorsement and Parasocial Interaction are not firmly established.

Based on the aforementioned explanation, the researchers aim to investigate whether the utilize of celebrity endorsement and parasocial interactions carried out by Somethinc, utilizing TikTok as an online marketing medium, can have an effect on purchasing decisions of Somethinc products.

II. THEORETICAL FRAMEWORK

A. Celebrity Endorsement

Celebrity Endorsement is the utilization of an athlete, entertainer, artist, or public figure widely recognized for their success and popularity in their respective fields to influence the area being advertised (Shimp, 2014). This is one of the creative ways to convey a message in order for it to capture higher attention and be more memorable (Kotler & Keller, 2016). Celebrity Endorsement involves leveraging the fame and public recognition of celebrities to promote consumer goods by featuring them in advertisements (Chung & Cho, 2017). The popularity of celebrity endorsement can be attributed to its effectiveness. well-regarded public figures attract customers attention, and when their attributes such as credibility and value are harnessed, these qualities can be conveyed to products and brands through various messaging and promotional channels. As highlighted in studies by Ohanian (1990) in Zhu et al. (2020), credibility of celebrity endorsement is typically assessed through three dimensions, attractiveness, expertise, and trustworthiness. Celebrity endorsement has evolved into one of the most extensively utilized techniques in the field of advertising. Renowned and popular celebrities play a crucial role in fostering consciousness and interest in products, brands, and organizations (Balasubramanian et al., 2016) by associating products or brands with the celebrity's attractiveness.

Attractiveness of a spokesperson is closely linked to the endorser's physical appearance. Celebrities with physical attractiveness are inclined to wield influence on consumer attitudes and behaviors in comparison to their less physically attractive counterparts (Zhang et al., 2020). Despict of attractiveness comprises five physical attributes: attractive, classy, handsome or beautiful, elegant, and sexy (Ahmad et al., 2019). A celebrity endorser possessing higher physical attractiveness will wield a more potent influence over customers' attitudes towards the company and its products (Gupta, 2021).

Expertise is defined as the extent to which a celebrity is recognized as a reliable source of information (Gupta, 2021) and/or for delivering valid statements (Mansour & Diab, 2016). According to Ohanian (1990) in Ahmad et al. (2019), expertise is described as consisting of five attributes: being knowledgeable, experienced, skilled, qualified, and expert. Celebrity endorsers

possessing a high degree of expertise elicit great approval for advertisements compared to those with lower expertise levels. The perceived level of celebrity expertise indeed remarkably influence endorser effectiveness (Parmar & Patel, 2015).

Trustworthiness is the level of confidence consumers place in the communicator's intention to convey statements deemed most valid by them (Zhu et al., 2020). As outlined by Ahmad et al. (2019) trustworthiness encompasses five attributes: being dependable, honest, reliable, sincere, and trustworthy. Celebrities possessing a high level of trustworthiness are perceived as having a greater potential to influence consumer attitudes and behavioral intentions (Zhang et al., 2020).

B. Parasocial Interaction

Parasocial interaction is a one-sided relationship formed by individuals with celebrities, although this one-sided relationship can feel as real and personally meaningful as knowing the celebrity personally (Aw & Labrecque, 2020). Celebrity attractiveness can be a remarkable driver of parasocial interactions (Zhang et al., 2020). The perceived attractiveness of a celebrity endorser may lead to the emergence of parasocial interactions between consumers and endorsers (Zhang et al., 2020). Moreover, in research conducted by Sokolova and Kefi (2020), this phenomenon was exploited further and found that parasocial interactions occurring between bloggers, YouTubers, and their followers had a positive impact on physical attractiveness. Additionally, perceived similarity with the blogger is positively correlated with parasocial interaction. In separate research by Kim and Kim (2018), it was observed that the features of celebrities (such as attractiveness, reputation, fame, and popularity) significantly influence parasocial interactions of the audience with them and their intention to emulate the celebrities.

Celebrity expertise is regarded as one of the factors that contribute to consumer engagement with media figures (Gong & Li, 2017). Expertise has an influence on parasocial interaction (Yılmazdoğan et al., 2021). Followers or audiences will respond positively to advertisements endorsed by celebrities, depending on their expertise or abilities, and followers are inclined to follow and identify with such influencers. Zhang et al. (2020) argue that expertise positively influences parasocial interaction, The greater the level of expertise an influencer possesses, the more resilient the relationship between the influencer and their followers becomes (Yuan et al., 2016).

According to Zhang et al., (2020) a celebrity's trustworthiness guides the audience to form parasocial interactions. The perceived closeness felt by consumers can be expressed and conceptualized, enabling followers to purchase products. As pointed out by Chung and Cho (2017) in the realm of celebrity endorsement, consumers who form parasocial relationships with a celebrity build to hold a favorable view of the celebrity's trustworthiness. Aware that celebrity endorsers receive payment for their endorsements, consumers become skeptical of the assertions made about the endorsed brand. However, substantial interpersonal relationships help celebrities achieve higher levels of trust. Nonetheless, the establishment of substantial interpersonal relationships aids celebrities in attaining heightened levels of trust. Consequently, it is posited that parasocial relationships influence shaping the perception of trust in celebrity endorsers.

Reviews that are endorsed by celebrities and encourage parasocial interaction are more inclined to aid consumers in making purchase decisions, thus potentially benefiting the company (Penttinen et al., 2022). individual's purchase decision can be swayed by the interaction between the celebrity endorser and their followers. The greater the occurrence of an event of interaction between the celebrity endorser and their followers, the more probable it becomes to result in the decision to purchase the endorsed product. Parasocial interaction exerts a remarkable influence on consumer purchase decisions. Followers may experience a sense of closeness to the influencer and decide to purchase products based on this perceived closeness, as previously discussed in the literature, which has conceptualized parasocial interactions as antecedents of purchase intention (Hwang and Zhang, 2018).

C. Purchase Decisions

In accordance with the insights of Kotler and Armstrong (2016), purchase decisions represent an integral component of consumer behavior, which is the research that utilizes consumers' actions in the process of choosing, acquiring, and utilizing a product to fill their necessities and wills. The process of purchase decision-making is delineated into five stages as expounded by Kotler and Keller (2016): problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Based on the theoretical explanation above, this research will propose the following hypotheses:
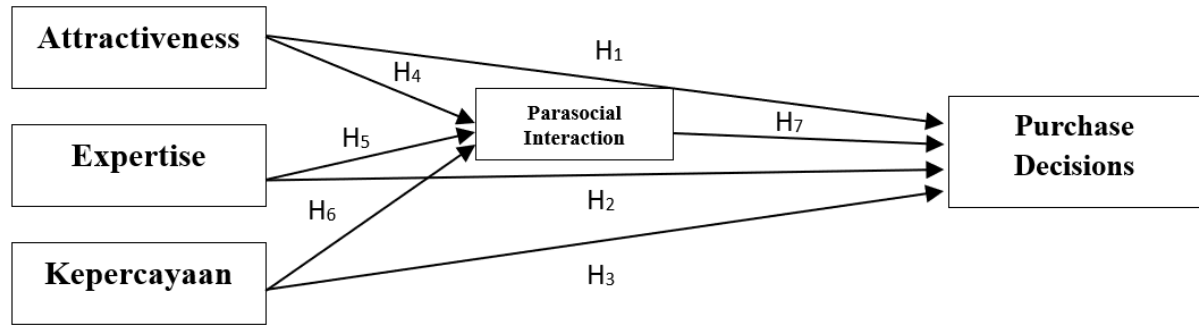
Figure 1. Conceptual Framework

H1: Attractiveness in celebrity endorsement affect purchase decisions.
H2: Expertise in celebrity endorsement affect purchase decisions.
H3: Trustworthiness in celebrity endorsement affect purchase decisions.
H4: Attractiveness in celebrity endorsement affect parasocial interaction.
H5: Expertise in celebrity endorsement affect parasocial interaction.
H6: Trustworthiness in celebrity endorsement affect parasocial interaction.
H7: Parasocial interaction affect purchase decisions.

III. METHOD

This research utilized a quantitative research approach with a cross-sectional research design. Data collection encompasses both primary and secondary sources. Primary data pertains to information directly acquired by the data collector, whereas secondary data comprises information previously and available for researchers to utilize for specific research purposes. (Sugiyono, 2019). The primary data for this research was obtained by the distribution of questionnaires to respondents online. The sampling selection method using purposive sampling with a sample size based on the calculation formula (Hair et al., 2014) resulted in a total of 280 individuals with the following criteria: Indonesian citizens aged at least 17 years, TikTok utilizers, and consumers of Somethinc. Respondents were then categorized based on population size according to regions in Indonesia to ensure they would reflect the characteristics of the Indonesian population in each region, thus representing the entire population of the research. Based on the calculations, the required number of respondents for this research is 226 respondents from Western Indonesia, 45 respondents from Central Indonesia, and 9 respondents from Eastern Indonesia. In this questionnaire, respondent answers were measured using a 5-point Likert scale, with ratings of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). Hypothesis testing was conducted using Structural Equation Modeling (SEM) analysis with the assistance of AMOS 24 software.

IV. RESULTS AND DISCUSSION

A. *Results*

The questionnaire data collection yielded 293 collected responses. However, there were some responses from participants that did not meet the criteria. As a result, only 280 respondents were eligible for further analysis. As pointed out in the analysis of respondent characteristics in Table 1, the majority were female respondents (78.2%), aged between 17-25 years (61.8%), and identified as students (38.9%). Respondents also showed that the majority (43.2%) had been using Somethinc products for 1-2 years.

Regarding respondents' experiences with Somethinc advertisements featuring NCT Dream, all respondents stated that they have seen these advertisements on TikTok, and the majority of respondents mentioned that they are fans of NCT Dream (82.1%).

Table 1. Demographic Profile

Characteristics	Item	Frequency	Precentage
Gender	Male	61	21,8
	Female	219	78,2
Age	17-25	173	61,8

	26-35		101	36,1
	36-45		6	2,1
	>45		0	0
Occupation	Student		109	38,9
	Government employees		26	9,3
	Private employees		92	32,9
	Entrepreneur		30	10,7
	Housewife		5	1,8
	Others		18	6,4
Expenditure	< Rp 1.000.000		74	26,4
	Rp 1.000.001 - Rp 3.000.000		122	43,6
	Rp 3.000.001 - Rp 6.000.000		61	21,8
	Rp 6.000.001 – Rp 10.000.000		19	6,8
	>Rp 10.000.000		4	1,4
Used Somethinc Products	<1 Years		96	34,4
	1-2 Years		121	43,2
	>2 Years		63	22,5
NCT Dream's Fans	Yes		230	82,1
	No		50	17,9

Source: Primary Data (2023)

Outer Model Testing

The outer model measurement in SEM delineates a segment of the path model focusing on the associations among indicators and their corresponding variables (Hair et al., 2014). The assessment of the outer model encompasses evaluations of convergent validity, discriminant validity, and reliability (Hair et al., 2014).

Table 2. Validity and Reliability Test

Variable	Item	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Attractiveness	ATT1	0.882			
	ATT2	0.835	0,699	0.913	0.902
	ATT3	0.854			
	ATT4	0.768			
Expertise	EXP1	0.919			
	EXP2	0.911	0.812	0.945	0.945
	EXP3	0.822			
	EXP4	0.947			
Trustworthiness	TRU1	0.868			
	TRU2	0.817			
	TRU3	0.842	0.710	0.939	0.925
	TRU4	0.832			
	TRU5	0.854			
Parasocial Interaction	PI1	0.832			
	PI2	0.831			
	PI3	0.799			
	PI4	0.785			
	PI5	0.827	0.641	0.959	0.941
	PI6	0.831			
	PI7	0.776			
	PI8	0.803			
	PI9	0.715			
Purchase Decisions	PD1	0.884			
	PD2	0.827			
	PD3	0.872	0.711	0.959	0.937
	PD4	0.795			
	PD5	0.827			

The Effect of Celebrity Endorsement and Parasocial Interaction on Somethinc Products Purchase Decisions

Variable	Item	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
	PD6	0.852			

Source: Primary Data (2023)

Table 3 Fornell and Larcker Criterion

Variabel	Attractiveness	Expertise	Trustworthiness	Parasocial Interaction	Purchase Decisions
Attractiveness	**0.836**				
Expertise	0.547	**0.901**			
Trustworthiness	0.548	0.500	**0.843**		
Parasocial Interaction	0.790	0.691	0.512	**0.801**	
Purchase Decisions	0.695	0.742	0.549	0.737	**0.843**

Source: Primary Data (2023)

Based on Table 2, it can be observed that all measurement items of the variables have loading factor values > 0.5, AVE > 0.5, and Cronbach's Alpha > 0.6. In Table 3, it is evident that the square root of AVE values for all research variables is greater than the correlation values with other variables. This can be interpreted as indicating that the indicators used in the research are able to predict each latent variable effectively. Therefore, all items have met the criteria for validity and reliability (Hair et al., 2014).

Inner Model Testing
Goodness of Fit Test
Based on the structural model test, it was found that out of the 9 goodness of fit indices, P-value and AGFI did not meet the criteria (poor fit). The majority of indices, such as GFI, RMSEA, NFI, and RFI, indicated that the SEM model formed was moderately fit (Marginal fit), while RMR, TLI, and CFI suggested a good fit. Based on the criteria of these indices, it is concluded that there is still doubt regarding the adequacy of the SEM path diagram. Therefore, modifications were made to the SEM model to obtain a model that meets the criteria for good fit.

Table 4. Evaluation of Goodness of Fit

Index	Goodness of Fit	Acceptable Match Level	Keterangan
P value	0.000	P $\geq$ 0.05(good fit), p<0,05 (bad fit)	Poor fit
GFI	0.847	GFI $\geq$ 0.9 (good fit), 0.8 $\leq$ GFI $\leq$ (marginal fit)	Marginal fit
RMR	0.023	RMR $\leq$ 0.5 (good fit)	Good Fit
RMSEA	0.066	0.05 < RMSEA $\leq$ 0.08 (good fit), 0.08 < RMSEA $\leq$ 1 (marginal fit)	Good Fit
TLI	0.941	TLI $\geq$ 0.9 (good fit), 0.8 $\leq$ TLI $\leq$ 0.9 (marginal fir)	Good Fit
NFI	0.909	NFI $\geq$ 0.9 (good fit), 0.8 $\leq$ NFI $\leq$ 0.9 (marginal fir)	Good Fit
AGFI	0.818	AGIF $\geq$ 0.9 (good fit), 0.8 $\leq$ AGFI $\leq$ 0.9 (marginal fir)	Marginal Fit
RFI	0.898	RFI $\geq$ 0.9 (good fit), 0.8 $\leq$ RFI $\leq$ 0.9 (marginal fir)	Marginal Fit
CFI	0.947	CFI $\geq$ 0.9 (good fit), 0.8 $\leq$ CFI $\leq$ 0.9 (marginal fir)	Good Fit

Source: Primary Data (2023)

The modification was carried out by introducing covariances among the variables Attractiveness (ATT), Expertise (EXP), and Trustworthiness (TRU). The outcome of the model's goodness of fit testing after the modification, as summarized in Table 4, shows that the majority of goodness of fit indices, including RMR, RMSEA, TLI, NFI, and CFI, indicate that the model is a good fit. Based on the criteria of these indices, it can be concluded that the SEM path diagram that has been established is suitable for use.

Coefficient of Determination (R2)

Table 5. Coefficients of Determination (R-square)

Variable	R^2
Parasocial Interaction	0.739
Purchase Decisions	0.769
$Q^2 = 1 - (1 - R_1^2)*(1 - R_2^2)$	
$Q^2 = 1 - (1 - 0.739)*(1 - 0.769) = 0.940$	

Source: Primary Data (2023)

The Effect of Celebrity Endorsement and Parasocial Interaction on Somethinc Products Purchase Decisions

Referring to Table 5, the R-square value for Parasocial Interaction variable is 0.739, or 73.9%. This shows that 73.9% of the variability in Parasocial Interaction variable can be explained by the variables Attractiveness, Expertise, and Trustworthiness. Furthermore, Purchase Decision variable has an R-square value of 0.769, or 76.9%. This suggests that 76.9% of the variability in Purchase Decision variable can be explained by the variables Attractiveness, Expertise, Trustworthiness, and Parasocial Interaction. Additionally, the Q-Square predictive relevance (Q2) value is 0.940, or 94%. This signifies that 94% of the variability in the data can be accounted for by the entire model, leaving the remaining 6% to be attributed to factors not considered in this research.

Hypothesis Testing

The researcher conducted hypothesis testing by examining the values of the t-statistic and path coefficient. The criteria that must be met at a 5% significance level are as follows:

- If the t-statistic value > 1.96, then H0 is not approved, and H1 is approved.
- If the t-statistic value < 1.96, then H0 is approved, and H1 is not approved.
- Positive path coefficient values imply a positive relationship between one variable and another.
- Negative path coefficient values imply a negative relationship between one variable and another.

Table 6. Hypothesis Testing Results

Hypothesis	Path	Standardized Coeficients	CR	P value	Explanation
H1	Attractiveness → Purchase Decision	0.712	11.197	0.000	Approved
H2	Expertise → Purchase Decision	0.222	4.370	0.000	Approved
H3	Trustworthiness → Purchase Decision	-0.005	-.098	0.922	Not Approved
H4	Attractiveness → Parasocial Interaction	0.224	2.871	0.004	Approved
H5	Expertise → Parasocial Interaction	0.484	9.570	0.000	Approved
H6	Trustworthiness → Parasocial Interaction	0.061	1.306	0.192	Not Approved
H7	Parasocial Interaction → Purchase Decision	0.233	3.083	0.002	Approved

Source: Primary Data (2023)

Table 6 shows that out of the seven hypotheses proposed, five hypotheses are accepted, as they have t-statistic values > 1.96 and p-values < the level of significance (alpha = 5%). Two variables that do not have a significant influence in this research are trust in parasocial interaction and purchase decisions, with t-statistic values < 1.96 and p-values > the level of significance (alpha = 5%).

B. Discussion

This study aims to investigate the effect of celebrity endorsement, encompassing factors such as attractiveness, expertise trustworthiness along with parasocial interaction on purchase decisions. The outcomes of this research indicate that out of the seven hypotheses initially proposed, only five hypotheses received approval, while two hypotheses did not gain support in the research. The dimension of trustworthiness in celebrity endorsers exhibited the highest average value compared to the other dimensions.

Through hypothesis testing, it was determined that both attractiveness and expertise exert a positive influence on purchase decisions. These outcomes are one line with previous research implemented by Zhu et al. (2020) and Mansour & Diab (2016). Attractiveness has been a critical factor in endorsers for supporting advertising effectiveness (Mansour & Diab, 2016; Chao et al., 2005; Till and Busler, 2000) and has a significant impact on consumers' attitudes toward advertisements and brands, influencing their purchase decisions (Sallam and Wahid, 2012). expertise aids consumers in assessing product features and characteristics (Zhu et al., 2020; Abirami & Krishnan, 2015; Chan, Leung, & Luk, 2013). Expert celebrity endorsers were found to be more persuasive and capable of influencing consumer purchase decisions.

Furthermore, the attractiveness and expertise of celebrities also have a positive and significant influence on parasocial interaction. These outcomes align with previous research by Zhang (2020). Parasocial interaction is more likely to develop between consumers and celebrity endorsers who possess attributes such as attractiveness, popularity, and fashionable (Yuan et al., 2019). Moreover, expertise of celebrity endorsers, as perceived by consumers, suggests that celebrities recognized as experienced and high-quality in endorsing products or services are inclined to cultivate emotional attachment among viewers (Zhang, 2020). The higher the level of expertise of a celebrity, the stronger the relationship between the celebrity and their audience.

Nevertheless, the trustworthiness of a celebrity has a negative and statistically insignificant influence on purchasing decisions. These research outcomes run counter to previous studies implemented by Zhu et al. (2020) and Mansour & Diab (2016),

but they align with the research outcomes presented by Ahmad et al. (2019). Ahmad et al. (2019) confirmed that there is no correlation between trustworthiness in celebrity endorsement and purchase decisions. Trustworthiness variable in this research also does not exert a significant impact on parasocial interaction. This outcome contradicts previous research implemented by Zhang (2020) in Hong Kong, where it was determined that the trustworthiness attributes of celebrity endorsers had positive impact on parasocial interaction. Nonetheless, the outcomes of this research are in line with the research implemented by Choi, Kim, Cha, Suh, and Kim (2019), which showed that dimensions of trustworthiness such as competence, virtue, and honesty do not exert a Remarkable influence on the enhancement of parasocial interaction between celebrities and their audiences.

Furthermore, in this research, parasocial interaction has a positive and significant influence on purchase decisions. This implies that the higher the level of parasocial interaction, the tendency is to enhance purchase decisions. These outcomes align with previous research implemented by Aw & Labrecque (2020) and Wahab & Tao (2019). The research implemented by Wahab & Tao (2019) in China yielded significant results. It found that celebrities significantly influence parasocial relationships, and in turn, parasocial relationships have a significant impact on purchase decisions. Parasocial interaction can influence purchasing attitudes and behaviors, indicating active engagement by media users (Zhu et al., 2020; Rubin, 2000).

V. CONCLUSION, SUGGESTION, AND LIMITATIONS

This research utilizes the effect of celebrity endorsement and parasocial interaction on purchase decisions for Somethinc products. The dimensions of celebrity endorsement, namely attractiveness, and expertise, have a positive and remarkable influence on parasocial interaction and purchase decisions. This means that the higher the attractiveness and expertise of a celebrity utilized for celebrity endorsement, the better it is for the parasocial interaction that occurs between the celebrity and consumers, as well as for purchase decisions. Meanwhile, in terms of the dimension of trustworthiness in this research, the results were found not significant. This suggests that trust does not have a substantial role in affecting parasocial interaction or purchase decisions. Parasocial interaction, on the other hand, has a significant impact on purchasing decisions. This indicates that parasocial interaction has a positive effect on purchasing decisions. The better the parasocial interaction perceived by consumers with the celebrity, the tendency to enhance purchasing decisions.

There are several suggestion and limitation in this research, suggestions for the company include: (1) Somethinc should consider enhancing or reevaluating the use of NCT Dream as a celebrity endorser or improving celebrity endorsement activities by creating more engaging and interactive advertising content on TikTok; (2) improving aspects related to the appearance and reliability of celebrities when promoting products. This can be achieved by modifying the endorsement celebrity's appearance style and aligning it with the current trends on TikTok.

Directions for future research include: (1) In future research, an increase in the sample size and the coverage area of the research should be considered to achieve more accurate results. Furthermore, the dimensions of expertise in celebrity endorsement should be investigated in future research to further assess their influence on products, brands, or other celebrities. Additionally, the inclusion of other variables not utilized in this research, such as brand image, product quality, and message quality in advertising should be considered.

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